

Chapter 29: PROMOTIONAL CREDITS AND OTHER PLAYER INCENTIVES

§1. Promotional Credits

1. Each licensed slot machine operator and casino operator that issues promotional credits for use at slot machines, including but not limited to promotional credits based on player history, must submit internal control procedures on the use of those promotional credits to the Board for approval. Those internal control procedures must include, at a minimum, the following:

- a) Description of the program and tracking system used to record promotional credits;
- b) Administrative and accounting controls applicable to recording, calculating and auditing promotional credits;
- c) The levels of patron play required for the issuance of promotional credits;
- d) Employee titles authorized to issue promotional credits at each level; and
- e) Any expiration dates for promotional credits.

2. Each card or device used to track player history must require at least a four-digit personal identification number (PIN) for the use of promotional credits. If a player enters an invalid PIN, a slot machine must not allow more than five (5) attempts to re-enter a PIN before deactivation of the card or device.

3. Any activity involving a card or device used to track player history must be recorded and maintained in a database. Access to the database must be made available to the Board or the Department of Public Safety upon request.

4. Promotional credits:

- a) Must be issued in the form of free play credits on a ticket, voucher, or player card to be used solely to play a slot machine;
- b) May be moved between slot machines by way of player card uploading; and
- c) Cannot be redeemed for cash.

5. Each licensed slot machine operator and casino operator must file with the Board any promotions involving the use of promotional credits for slot machines 30 days prior to their use.

6. Each licensed slot machine operator and casino operator must file every month with the Board a report on any daily or 24-hour issuance of \$250 or more in promotional credits to a patron, including the amount issued, the name of patron, and the name and number of the employee who issued the credit.

§ 2 Table Game Player Incentives

1. “Voucher” means a paper document or certificate dispensed by a voucher system approved by the Board containing a specific value for promotional play at a table game.
2. “Match Play” means a promotional item in voucher form with a fixed stated play ratio and value that is issued and used by a licensed casino operator, and the stated value of which, when presented by a patron with gaming chips which are in the stated ratio in value to the stated value of the promotional item, is included in the amount of the patron’s wager in determining the amount the patron receives as the result of a winning wager made with the gaming chips and their accompanying promotional item.
3. “Free Bet” means a promotional item in voucher form with a fixed amount placed on a single bet at a table game.
4. Each licensed casino operator that uses vouchers at table games must submit internal control procedures on the use of those vouchers to the Board for approval. Those internal control procedures must include, at a minimum, the following:
 - a) Description of the program and voucher system used to issue and record vouchers;
 - b) Administrative and accounting controls applicable to issuing, recording, calculating and auditing vouchers;
 - c) Description of Match Play and Free Bet promotions;
 - d) The levels of patron play required for the issuance of vouchers;
 - e) Employee titles authorized to issue vouchers at each level; and
 - f) Any expiration dates for vouchers.
5. Vouchers shall contain at least the following specific information:
 - a) An identification of the type of voucher (either Match Play or Free Bet);
 - b) Operator name and logo;
 - c) Value of voucher;
 - d) Name and reward number of recipient;
 - e) Expiration date, if applicable;
 - f) Specific games for use, if applicable;
 - g) Directions for redemption;
 - h) Bar code with numbers; and
 - i) A resource on obtaining assistance with a gambling problem.

STATUTORY AUTHORITY:

8 M.R.S. § 1001(26) and § 1003(1)(B), (2)(I), (3)(E), and (3)(J)

EFFECTIVE DATE: